



2017 Haight-Ashbury Street Fair Sponsorship Opportunities

Plans are now underway for the 40th Annual Haight-Ashbury Street Fair which will be taking place on Sunday, June 11, 2017, and we are seeking sponsors from businesses, marketing firms and individuals who want to assist HASF in producing this year's community celebration.

Our 40th anniversary also coincides with the special commemorative activities for the 50th anniversary of "The Summer of Love". This serendipitous occurrence is sure to make this year's street fair a high point in the city-wide recognition of "The Summer of Love" and its historical home base, The Haight. HASF encourages you to become an active participant in our festivities that is sure to draw Media and international attention.

Since 1978, HASF has been producing one of the most anticipated free civic event during the San Francisco Summer Event Season. This event enables our community to honor its the historical and cultural contributions to the World as well as promoting the notion of Peace, Love & Harmony.

HASF offers a variety of Sponsorship Levels that can accommodate your marketing outreach goals while simultaneously securing your imprint within the Haight-Ashbury District. The outreach & marketing opportunities for our Sponsors throughout the day are prodigious and plentiful.

SPONSORSHIP LEVELS

Level 1: Corporate/Marketing Booth:

The simplest way to participate in the street fair is to become a Corporate Booth Vendor. Booth spaces come in 10' x 10' areas and are in The Vending Zone which encompasses seven blocks of Haight Street from Masonic Avenue to Stanyan Street. Multiple booth spaces (max: 10'x30') are available for commercial, exhibition or informational activities and subject to space availability and terms of usage.

RATE: \$900 per 10' x 10' area.

Level 2: Stage Sponsorship:

The heart & soul of the Haight-Ashbury Street Fair is its free musical entertainment. The Stanyan Stage is the main stage that features established bands and performers. The Masonic Stage showcases the best of the Bay Area alternative music scene.

RATE: \$10,000 per stage *

* (Co-Stage Sponsorships are negotiable.)

Level 3: Children's Alley Sponsorship:

The Children's Alley (locally: "The Alley") is a dedicated area for Family entertainment and services during the HASF. At The Alley, families can enjoy games, music, face painting and use of the Changing Tent, a spot for private toddler business. All activities and services are free of charge.

RATE: \$7,500

Level 4: HASF Event Sponsor:

The HASF is one of the premier street fairs in the San Francisco Bay Area that generates universal attention and interest. This festival presents the HASF Sponsor with a variety of publicity and outreach windows to conduct successful marketing campaigns.

RATE: \$30,000 - \$50,000*

*** (Co-Sponsorships are negotiable.)**

Benefits:

<u>Benefits</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Level 4</u>
<u>Website Exposure</u>	✓	✓	✓	✓
<u>Event Day PSA</u>	✓	✓	✓	✓
<u>Stage Sponsorship Credits</u>		✓	✓	✓
<u>Backstage Passes*</u>		✓	✓	✓
<u>2017 HASF Staff T-Shirts*</u>		✓	✓	✓
<u>Bonus Benefit Package</u>			✓	✓

* - TBD.

SUMMARY

HASF is a 501(c)(3) non-profit organization and the producer of the annual street fair. Since 1978, HASF has been showcasing the Haight-Ashbury for its cultural, musical and historical contributions to popular American culture.

All corporate sponsorship proposals are subject to the review & approval by the HASF Board. The Board reserves the right to determine final arrangements on all matters pertaining to sponsorships, financial terms & HASF branding rights and operations.

SPONSORSHIP APPLICATION

Company Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Company Website: _____

Contact Person: _____

Mobile Number: _____

E-mail: _____

Level of Interest:

(check all that apply)

<u>Level 1 - Corporate/Marketing Booth</u>	<input type="checkbox"/>
<u>Level 2 - Stage Sponsorship</u>	<input type="checkbox"/>
<u>Level 3 - Children's Alley Sponsorship</u>	<input type="checkbox"/>
<u>Level 4 - HASF Event Sponsorship</u>	<input type="checkbox"/>

Submit Application to:

Robert M. Leon

HASF Executive Director

Mobile: (415) 933 - 5116

e-mail: robmleon@sbcglobal.net